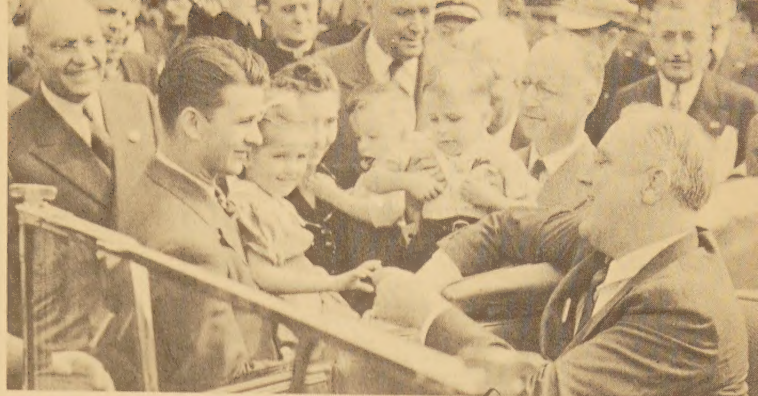


Housing Management Bulletin



No. 5

MANAGEMENT DIVISION

NATIONAL ASSOCIATION OF HOUSING OFFICIALS

October 14, 1940

PRESIDENT AT PITTSBURGH FOR DEDICATION CEREMONIES

President Roosevelt, Federal Works Administrator Carmody, and USHA Administrator Straus were all in Pittsburgh on Friday, October 11, for the dedication ceremonies of the Housing Authority of the City of Pittsburgh's Terrace Village I project.

As a part of the ceremonies, the 100,000th tenant of a USHA-Local Authorities project was greeted by President Roosevelt and given a set of gold keys to their new home, one of the 4- $\frac{1}{2}$ room Terrace Village apartments. The family comprises Mr. and Mrs. Lester Churchill and their three children--Rosemary, aged 4; Richard, aged 3; and Robert, aged 2. Mr. Churchill is a steel worker in one of the Pittsburgh mills (with an average yearly income of \$921) and formerly housed his family in one room, sharing a toilet with six other families, for which he paid a rental of \$17.50 a month. The Terrace Village apartment costs the Churchills \$17.30 per month and has two bedrooms, a living room, a kitchen-dinette, and a bath.

President Stresses Housing Need

President Roosevelt said: "In this particular project of the United States Housing Authority there is contained the one hundred thousandth family dwelling unit--all of them built through that one agency. Say there are five people to the family. Well, that would account for five hundred thousand Americans. That is not very much out of one hundred and thirty million and therefore we know that this work has only started and that it has got to go on . . . Not only this section but every other section of the Union is richer for having antiquated, squalid shacks replaced by these bright, decent houses. You know, everything wears out in time, or it gets obsolete, and it is a mighty difficult thing for us to ask our population to live in obsolete or worn-out houses that were built 75 or 100 years ago . . ."

Terrace Villages I and II together rank

Pittsburgh as the city with the second largest public housing development in the country. Dr. B. J. Hovde, Vice-Chairman of the Division's Executive Council, is the Administrator of the Housing Authority; Mr. George Evans, long-time member of NAHO's Board of Governors and just recently elected NAHO's President, is Chairman of the Authority. Their management program with respect to Terrace Villages has not yet been definitely completed. At the present time, Mr. A. Z. Pittler has been designated the Management Aide of Terrace Village I, which will house approximately 800 families.

Of Housing and Defense The President Said . . .

"The jobs and the homes of most of the people in our country constitute a part of their stake in the nation. As long as they know that their government is sympathetically working to protect their jobs and to better their homes, we can be confident that if the need arises the people themselves will wholeheartedly join in the defense of their homes and the defense of their democracy.

"And I so regard these housing projects everywhere as a part of the program of defense. You are doing a grand job. Do more of it and speed it up."

The Pictures

In the Masthead, on the right, is President Roosevelt as he presented the set of gold keys to the Churchill family, tenants of the one hundred-thousandth USHA-Local Authorities unit. From left to right in the picture are Mr. Churchill, daughter Rosemary, youngest son Robert, eldest son Richard, and USHA Administrator Nathan Straus.

On the left of the Masthead is a comprehensive view of one slope of the Terrace Villages.

NEW MEMBERS

Anderson, Joseph P. - Tenant Selection Supervisor, Housing Authority of the City of Pittsburgh
 Beard, DesMoines W. - Resident Manager, College Court, Louisville
 Boyle, James J. - Buildings Manager, Williamsburg Houses, New York City
 Cox, Lawrence M. - Assistant Executive Director, Norfolk Housing Authority.
 Emery, Mrs. Andree, - Administrative Assistant, New York State Division of Housing
 Feederle, C. L. - Director, Warren Metropolitan Housing Authority
 Gallagher, Vincent - New York City
 Hardin, J. D., Jr. - Supervisor of Management, Housing Authority of New Orleans
 Hoffman, Dwight B. - Resident Manager, Youngstown Metropolitan Housing Authority
 Kemp, Mrs. Robert W. - Tenant Relations Supervisor, Syracuse Housing Authority
 Lane, David E. - Housing Manager, Boston Housing Authority
 Lane, Francis X. - Executive Director, Boston Housing Authority
 Long, John T. - Resident Manager, Ramona Gardens, Los Angeles
 McGuire, John R. - Housing Manager, Trumbull Park Homes, Chicago
 McGuire, Mrs. T. A. - Tenant Supervisor, Edison Courts Project, Miami
 Morrel, Mrs. Ruth T. - Assistant Manager, Cedar Springs Place, Dallas
 Pittler, A. Z. - Management Aide, Terrace Village I, Pittsburgh
 Price, Alfred Douglas - Property Manager, Willert Park Courts, Buffalo
 Pruitt, E. E. - Manager, Beecher Terrace, Louisville
 Reynalt, Adeline P. - Management Assistant, Youngstown Metropolitan Housing Authority
 Robinson, Marion Henry - Management Aide, Jordan Park, St. Petersburg
 Russell, Geraldine - Secretary to the Administrator, Housing Authority of the City of Pittsburgh
 Schulz, John E. - Executive Director and Manager, Long Branch (N. J.) Housing Authority
 Spies, Lloyd T. - Manager, La Salle Place, Louisville
 Strait, P. L. - Managing Director, Westlake Terrace, Youngstown
 Tucker, W. R., Jr. - Director, Finance and Accounts, Philadelphia Housing Authority
 Utterbach, Everett E. - Assistant Community Activities Counselor, Bedford Dwellings, Pittsburgh
 Weinz, Charles C. - Resident Housing Manager, Jane Addams Homes, Chicago

THE BULLETIN

The HOUSING MANAGEMENT BULLETIN is distributed to all members of the Management Division, both active and associate, or may be obtained by nonmembers through subscription or purchase of individual copies at 15¢ each. The BULLETIN is the official organ of the Management Division, 1313 East 60th Street, Chicago.

STIMULATING TENANT APPLICATIONS

by Milton Shufro

Mr. Shufro, at one time Public Relations Consultant for the American Association of Social Workers and later Public Relations Representative of the Chicago Relief Administration, has just recently completed a successful public relations assignment for the Chicago Housing Authority. He is now in charge of information at the Ida B. Wells Homes, which are nearing completion. The nature of Mr. Shufro's initial job for the Authority and the techniques used in carrying it to completion are described below.

The BULLETIN plans to run regularly contributed material of this kind on subjects of live interest in housing management.

Blazing a path through the forest to the hut of the man who invented the best mousetrap is an anomaly in a day when it is proven that such paths follow only in the wake of advertising and publicity.

This anomaly is observable not only in the merchandising of mousetraps but in activities of a public nature. Support of and action on a public program can be expected only when the citizenry is informed. Hence--carrying the fable of the mousetrap into the field of public housing and into the currently much-discussed subject of the stimulation of tenant applications--it follows that in order to reach those low-income groups that are eligible for occupancy in public housing projects, advertising and publicity must be directed toward them. In presenting the facts, barriers caused by insidious rumors must be broken. Such a program, working hand in hand with the general public relations activity of an authority, or as part of it, should tend to keep the public well informed and the flow of eligible applicants up to the norm.

Principles Put into Practice

These general principles were followed by the Chicago Housing Authority's Tenant Selection Division when it acted to meet the problem of expected vacancies. An abnormal turnover was scheduled as a result of the lowering of the rentals by the Authority. This necessitated the filling of prospective vacancies, approximately 300, when those families with excess income moved. The plan to secure more eligible applicants, both in quantity and quality, was launched by George Schermer, Director of the Tenant Selection Division, and was developed by a member of his staff who acted as liaison representative.

In pursuing the program, the danger of overstimulation was considered. A conservative approach was developed and exercised. No exaggeration of the number of available apartments was made. Those persons, such as ministers, relief workers, visiting nurses, teachers, labor leaders, and others who showed definite interest in following through with people of low incomes, were especially cautioned not to raise false hopes in prospective applicants.

Intensive activity by the liaison representative was carried out for the period from May 23 to July 2. Tabulation of the activities in pursuing the program are as follows: (1) Ninety-seven direct conferences were held with executives and key persons of various organizations that either employed or served low-income groups. (2) As a

result of the activities mentioned above, fifty-three invitations to speak before groups were received. (3) Persons who were spoken to directly have thus far numbered 1,760. (There are still twelve speaking commitments to be carried through at the time of this writing.) (4) Requests were made for 18,182 application circulars. (5) Requests were made for 406 bulletin board notices.

Program is Self-Propelled

Once the program started, it kept on moving, seemingly as a result of its own momentum. For example, the Superintendent of Schools presented the eligibility requirements in a general school bulletin, with the request that the information pertaining to housing be relayed to the pupils. A covering letter of introduction was also presented to the liaison representative, introducing him to all school principals. As a result, school officials invited the representative to address groups of pupils and teachers; material for bulletin boards and general distribution was requested. Other organizations, such as the Teachers' Union and the Parent Teachers' Association, receiving the school announcement, were stimulated to make their own inquiries and to consider plans for greater housing activity in the fall.

Another case in point occurred when the eligibility information as presented at a meeting of 500 ministers was repeated in the local church papers of many of those present. The Chicago Church Federation, which represents about 1300 churches in the city, expressed regret that its newsletter was not published during the summer months. In the fall, however, this church journal will carry information about the projects and the Federation will attempt to further interest in housing on the part of associated ministers.

Cooperation is Generous

Both AFL and CIO labor leaders reacted very favorably to the program. Invitations to address unions were received. Individuals of these groups were most active in bringing housing information to other organizations with which they happened to be affiliated. Business men and personnel managers of large corporations such as the Wisconsin Steel Company, the Sherwin Williams Paint Company, the Great Atlantic and Pacific Tea Company, department stores, and others, used bulletin board material or distributed information directly to employees. Governmental agencies, such as the Social Security Board, the Works Progress Administration, the Chicago Relief Administration, and the Unemployment Division were cooperative.

As a whole, therefore, this program to stimulate tenant applications, built up around the idea of directing eligibility information solely toward those people who would be acceptable for occupancy of public housing projects, resulted in not only an appreciable increase in the number and proportion of eligible applicants but yielded by-products of a neutralized attitude on the part of the many groups and individuals who had been unfriendly to the Authority's work, a clarification of public housing principles, and the attraction of many new friends into the movement.

COLOR BREAKS MONOTONY

► Unique among public housing projects in the country, Carmelitos, the first USHA-financed development of the Housing Authority of the County of Los Angeles, features exterior unit painting in a five-color scheme that is said to break up the monotony of the row-buildings layout to look somewhat like a single-residence district.

► When the officials of the Authority first talked about such a color scheme, the subcontractor figured it would cost approximately \$10,000 or \$20,000 additional to work out the plan. However, by a fortunate circumstance, the Authority was able to secure the advice and guidance of a colorist who took an unusual interest in the plan. He first worked out on enlarged photographs of the project a harmonious half-dozen color pastel pattern, using combinations of a great many pigments of paint. He then went directly to the paint manufacturers and had colors mixed. The paint supply company, through experimentation, found that they could achieve the recommended harmonies in a five-color scheme using less expensive pigments, which kept the cost within the original contract price.

► As a result, the units are painted, one a soft blue with a darker blue band around the base; another in two tones of green; a third in cream and blue; a fourth, coppery pink with a terra cotta band around the base; another, oyster white with a soft brown shade at the base.

► The interiors of the houses are also colorful, painted in shades of pale blue, apricot, buff, cream, and sage green. Furnishings in the demonstration unit, a two-bedroom, kitchen-dinette, living room apartment, cost only \$96.12 and were said to be unusually attractive.

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HOUSEKEEPING SURVEY . . .

Bleecker Marquette, Executive Secretary of the Better Housing League of Cincinnati, reports that, in order to throw some light on the extent to which tenants themselves are responsible for creating slum conditions, a sampling survey was made by the trained visiting housekeepers of the League. The survey indicates that 5 per cent of the tenants in the congested area of Cincinnati which they canvassed may be classed as bad housekeepers. The criterion used for rating was whether or not the housekeeping conditions were such that the families needed instruction and assistance. In some cases, the bad housekeeping was due to lack of sufficient income for ordinary household supplies essential to cleaning, such as soap, brooms, and mops. The group included 121 white and 107 Negro families. The sampling studies were made in six widely separate sections of the particular area surveyed. They represented average conditions, neither the worst nor the best in the neighborhood.

HOUSEKEEPING INSTRUCTION . . .

As an improvement on the usual demonstration unit method of instructing public housing tenants in the furnishing and care of their homes, the Housing Authority of the City of Hartford, cooperating with the Board of Education and with civic health and welfare groups, has this month started a series of free public courses. The classes meet two nights a week for two hours and cover the repair and refinishing of furniture, the purchase of furniture and household materials, home decoration, cooking, home management, costs of living, simple carpentry, and the maintenance of apartment floors, walls, etc.

SELECT YOUR NEIGHBORS . . .

At Techwood Homes in Atlanta, when there was recently a 45-unit vacancy due to occupants' incomes exceeding project limits, Peter M. Lynch, Housing Manager of Techwood and of Clark Howell Homes, asked Techwood tenants to send their friends to the Application Office to apply for the empty apartments, in this way "selecting their own neighbors." It is reported that 90 per cent of the new families who moved into these vacant units were recommended by old tenants and the idea was felt to be so successful that it is being used for tenanting Clark Howell Homes, the 630-unit sister project to Techwood which opened late this summer.

PARKING . . .

Laurel Homes in Cincinnati require each automobile parked in the project to have an identification tag issued from the Management Office. -- According to the Tenant Handbook of the Housing Authority of the City of Pittsburgh, parking space will be allotted to each family on a project that has an automobile.

APPOINTED BY COMPETITION . . .

The secretary-cashier for Parkdale, Great Falls (Montana) Housing Authority project, was selected on the basis of competitive examinations. Four years' office experience minimum was required. The Otis General Intelligence test and the Michigan Vocabulary test were used.

PERSONALS . . .

CHAIRMAN SHARPE has recently been appointed an advisor to Miss Harriett Elliott, who is the commissioner in charge of consumer protection for the Advisory Commission to the Council of National Defense. Contrary to original expectations, more of Mr. Sharpe's time is now being spent in Washington than in Greenhills, where he is Community Manager.

WILLIAM R. GEDDINGS, formerly Housing Manager at University Terrace, PWA-built Columbia (South Carolina) project, has taken over the duties of Supervising Manager of the Columbia Housing Authority's three housing developments. Mr. Geddings will now have supervision over Gonzales Gardens and Allen-Benedict Court, as well as University Terrace, where he had been Manager for three years.

ABNER D. SILVERMAN, Management Advisor in USHA's Region II, has been appointed administrative assistant to Mr. William Seaver, Assistant Administrator in charge of management. Inasmuch as Mr. Seaver is also the Assistant Administrator in charge of project development, Mr. Silverman will be directly concerned in all phases of management.

ARTHUR G. LONG, formerly Manager of San Francisco's Holly Courts, is now working as an assistant to Ray Y. Copelin, Projects Manager of the Housing Authority of the County of Los Angeles. -- To replace Mr. Long in San Francisco, GEORGE STEVENS, formerly Supervisor of Tenant Selection of Holly Courts, has been appointed Manager of the project. -- ALFRED LE FEVRE was last month added to the Management Staff of the Housing Authority of the City and County of San Francisco to help in the organization of the management program for their Sunnydale project. Previously Mr. LeFevre had been in charge of some 800 workmen's homes at Boulder Dam, Nevada.